NORTHWEST TERRITORIES

2006 Visitor Exit Survey

Summary Report

Tourism and Parks

Investment and Economic Analysis

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For more information, or for a electronic copy of this report, please contact the following:

Coordinator, Research and Planning
Tourism and Parks Division
Government of the NWT
Industry, Tourism and Investment
P.O. Box 1320
Yellowknife, NT X1A 2L9

Tel: (867) 920 – 3245
Fax: (867) 873 – 0163

www.iti.gov.nt.ca/parks/tourism/research_and_statistics.htm

Cover photos by W. Weber, Malak, Terry Parker

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INTRODUCTION

THE GOVERNMENT OF THE NORTHWEST TERRITORIES (GNWT) conducts a Visitor Exit Survey every four years to obtain baseline information on visitor numbers, spending patterns and visitation characteristics. Along with providing an accurate picture of visitation and spending for the survey year, these benchmark statistics are used to estimate numbers, spending and characteristics during the three years between the Visitor Exit Surveys.

The results of the 2006 Visitor Exit Survey have been compiled into a series of reports on various segments of the visitor population:

- Anglers
- Business Travellers
- General Tourists
- Hunters
- Outdoor Adventurers; and
- Travellers Visiting Friends and / or Relatives (VFR).

This report presents summary results for all visitor segments. Please see the individual segment reports for more detailed results.

Implementing the exit survey in 2006 was particularly important because new investments were being made in all areas of tourism development under the GNWT's *Tourism 2010: A Tourism Plan for the Northwest Territories*. The new investments were made to encourage and improve tourism product development, infrastructure, training, marketing and research with the anticipated result of increased visitation to and spending within the Northwest Territories throughout the life of the *Tourism 2010* plan.

OBJECTIVES

The objectives of the 2006 Visitor Exit Survey included:

- Obtaining sufficient data to develop an estimate of total visitation to the Northwest Territories for May through September 2006.

- Obtaining sufficient data to develop estimates of total visitation and spending for the following segments:

    - Anglers
    - Business Travellers
    - General Tourists
    - Hunters
    - Outdoor Adventurers; and
    - Travellers Visiting Friends and / or Relatives.

- Gathering sufficient data to produce profiles of visitors of each of the segments described above.

- Gathering data on visitors' interest and participation in Aboriginal Tourism products.

SURVEY INSTRUMENTS AND METHODOLOGY

A variety of survey instruments and methods were designed and utilized for capturing data from the six visitor segments noted above. A copy of the general leisure survey (used as a base for all other survey instruments) can be found in the appendix.

The survey instruments for the 2006 Visitor Exit Survey varied according to segment and mode of transportation.

- **Self-administered surveys** were designed for anglers, hunters and outdoor adventurers, and were distributed to the guests by guides at outfitters' lodges. Business and leisure visitors travelling by air received self-administered surveys while waiting for their departing flights at airports throughout the territory.
- **Trip diaries** were distributed at visitor information centers (VIC) and a post-trip telephone survey was designed to capture detailed information from visitors travelling by road.
- **Tally count sheets** were developed to determine passenger numbers and basic trip characteristics at airports. The tally count surveys were used in conjunction with the hunting and fishing license database, the territorial park permit database and vehicle counts at ferry crossings to estimate total visitation volume to the territory.

A total of 10,674 surveys were completed between May 15, 2006 and September 15, 2006, including 992 self-administered surveys completed at various airports; 1,065 Trip Diary phone surveys; 374 self-administered surveys completed at outfitters lodges; 5,225 license plate counts at ferry crossings; and 3,018 tally counts completed at various airports.

Unless otherwise specified, results presented in this report have been weighted to reflect the total estimated visitor volume based on vehicle traffic at ferry crossings and airport tally counts.

Table 1 is a list of survey distribution and collection locations for the 2006 Visitor Exit Survey.

Table 1: Survey Locations

Location	Airport Tally Counts	Self-Administered Surveys	Trip Diaries / Phone Survey
60th Parallel VIC			X
Acho Dene Native Craft Store and VIC			X
Blackstone Territorial Park Interpretive Centre			X
Dempster Delta VIC			X
Fort Simpson Airport	X	X	
Fort Simpson VIC			X
Fort Smith Airport	X	X	
Hay River Airport	X	X	
Inuvik Airport	X	X	
Norman Wells Airport	X	X	
NWT Outfitter Lodges		X	
Western Arctic VIC			X
Yellowknife Airport	X	X	

EXECUTIVE SUMMARY

Between May 15 and September 15, 2006, 35,956 travellers visited the Northwest Territories, including 28,156 leisure travellers and 7,800 business travellers. Over three-quarters (77%) of these travellers were from Canada, 15% were from the United States and just over 5% were from German speaking countries, including Germany, Switzerland and the Netherlands. Just over 56% of travellers in 2006 were visiting the NWT for the first time.

The gender of visitors to the NWT was typically male (62%), while the average age was approximately 50 and the majority of travellers were between 41 and 70 years of age. The level of education of most travellers to the NWT is high, with the majority having at least a college diploma (66%), and a significant number of travellers who have a university degree or higher (44%). The increased level of education is also reflected in the incomes of most travellers, who often reported annual household incomes of over $90,000. Almost one-quarter (23%) of all travellers indicated they were retired, with another 31% indicating they were professionals or held managerial occupations.

Planning time for their trip to the NWT was generally limited, with most travellers (78%) starting to think about their trip less than a year before actually making the trip. Final decisions about their trip to the NWT were typically made six months to a year in advance, with some travellers only finalizing their plans one month in advance. A large proportion of visitors (44%) said they chose to visit the NWT because of the "wilderness, isolation, landscape or wildlife" as well as always wanting to visit and having a general interest in the NWT. Friends or relatives, word of mouth and internet searches were the primary sources of information for visitors when planning their trip. Promotional materials from NWTT were also important resources for trip planning.

Overall, the preferred mode of transportation was evenly split between air and road traffic. While visitors from Canada showed no preference for one mode of transportation over the other, almost twice as many visitors from the United States travelled by air than by road, and nearly three times as many international visitors travelled by road than by air. Almost half of all visitors stayed in hotels / motels, 23% of visitors stayed in campgrounds, 20% stayed with friends or relatives and just over 17% of visitors stayed with at an outfitters lodge / camp. The average group size was three, ranging from just over 2 people per group for VFR travellers, up to 6 people per group for anglers. The overall average length of stay was nine nights, but most travellers stayed for six nights or less.

The most common location other than the NWT that travellers visited while on their trip was Alberta, followed by British Columbia and the Yukon. When asked if there was anywhere else they would have gone had they not visited the NWT, the most common response was Alaska, followed by various other Canadian provinces, including the Yukon and British Columbia. Relatively few visitors indicated the United States or some other international destination as an alternative to the NWT.

The most common activities that visitors participated in included sightseeing (62%), photography (60%), shopping (50%) and wildlife viewing (49%). Generally, visitors were satisfied with the activities they participated in, except for shopping, which was the lowest rated of any activity. Over one-quarter (28%) of visitors also indicated that they participated in some

form of aboriginal event or activity, including visits to galleries featuring aboriginal arts and crafts (63%) as well as visitor centres with aboriginal content (69%).

In total, visitors to the NWT spent approximately $48 million between May 15 and September 15, 2006. While in the NWT, leisure travellers spent an average of approximately $821 per person, while business travellers spent an average of approximately $4,100 per person. Airfare within the NWT and commercial accommodations were the two greatest expenses for most travellers, followed by the cost of fuel and restaurants or dining out. Visitors also spent a total of approximately $44 million on getting to the NWT and just over $28 million on prepaid package costs prior to arriving in the NWT.

NUMBER OF VISITORS

BETWEEN MAY 15 AND SEPTEMBER 15, 2006, approximately 35,956 leisure and business visitors travelled to the Northwest Territories. The majority of leisure visitors, 62%, travelled to the territory by road, while 89% of business travellers flew. Tables 3 – 7 present estimates of total visitation between May and September 2006, for each of the five regions within the NWT. Regional estimates may not add up to total visitation, as some visitors may have visited more than one region.

Table 2: Visitor Numbers by Origin and Mode of Transportation

Visitor Segment	Air				Road				TOTAL
	Canada	USA	Other	TOTAL	Canada	USA	Other	TOTAL	
Fishing	1,754	1,983	83	**3,820**	1,471	14	-	**1,485**	**5,305**
General Touring	1,546	60	95	**1,702**	8,367	1,277	1,994	**11,638**	**13,340**
Hunting	153	830	83	**1,066**	61	84	5	**150**	**1,216**
Outdoor Adventure	705	153	153	**1,011**	727	312	29	**1,068**	**2,079**
Visiting Friends & Relatives	2,910	33	176	**3,119**	2,988	110	-	**3,098**	**6,217**
Total Leisure	7,068	3,059	591	**10,718**	13,614	1,797	2,028	**17,439**	**28,157**
Business	6,262	529	150	**6,940**	815	8	36	**859**	**7,800**
TOTAL	**13,330**	**3,587**	**740**	**17,658**	**14,429**	**1,806**	**2,064**	**18,298**	**35,956**

Table 3: Visitation Estimates – North Slave Region

Visitor Segment	Air				Road				TOTAL
	Canada	USA	Other	TOTAL	Canada	USA	Other	TOTAL	
Fishing	1,100	809	12	**1,920**	423	14	-	**437**	**2,357**
General Touring	623	20	21	**664**	2,956	384	598	**3,938**	**4,602**
Hunting	133	622	4	**759**	-	39	-	**39**	**798**
Outdoor Adventure	225	-	-	**225**	231	53	-	**284**	**509**
Visiting Friends & Relatives	1,550	22	101	**1,673**	1,978	55	-	**2,033**	**3,706**
Total Leisure	3,631	1,473	137	**5,241**	5,587	545	598	**6,731**	**11,972**
Business	2,553	311	43	**2,907**	422	8	36	**467**	**3,374**
TOTAL	**6,184**	**1,784**	**180**	**8,148**	**6,010**	**554**	**634**	**7,198**	**15,346**

Table 4: Visitation Estimates – South Slave Region

Visitor Segment	Air				Road				TOTAL
	Canada	USA	Other	TOTAL	Canada	USA	Other	TOTAL	
Fishing	352	493	30	**875**	1,297	-	-	**1,297**	**2,172**
General Touring	301	20	5	**326**	4,308	409	598	**5,316**	**5,642**
Hunting	-	-	-	**-**	-	2	-	**2**	**2**
Outdoor Adventure	58	58	7	**124**	420	133	-	**553**	**677**
Visiting Friends & Relatives	626	-	-	**626**	2,740	88	-	**2,829**	**3,454**
Total Leisure	1,336	571	43	**1,950**	8,766	630	598	**9,995**	**11,945**
Business	644	62	10	**716**	513	8	-	**521**	**1,237**
TOTAL	**1,980**	**633**	**52**	**2,666**	**9,279**	**639**	**598**	**10,516**	**13,182**

Table 5: Visitation Estimates – Dehcho Region

Visitor Segment	Air				Road				TOTAL
	Canada	USA	Other	TOTAL	Canada	USA	Other	TOTAL	
Fishing	188	-	-	**188**	305	-	-	**305**	**493**
General Touring	193	-	-	**193**	1,561	124	499	**2,184**	**2,377**
Hunting	14	55	57	**127**	20	15	4	**39**	**166**
Outdoor Adventure	313	29	44	**385**	386	53	-	**439**	**825**
Visiting Friends & Relatives	54	-	-	**54**	247	33	-	**280**	**335**
Total Leisure	763	84	101	**948**	2,520	225	502	**3,248**	**4,196**
Business	262	-	-	**262**	91	-	-	**91**	**352**
TOTAL	**1,025**	**84**	**101**	**1,210**	**2,611**	**225**	**502**	**3,338**	**4,548**

Table 6: Visitation Estimates – Inuvik Region

Visitor Segment	Air				Road				TOTAL
	Canada	USA	Other	TOTAL	Canada	USA	Other	TOTAL	
Fishing	5	223	-	**228**	61	-	-	**61**	**289**
General Touring	1,074	47	74	**1,195**	4,080	880	1,496	**6,455**	**7,650**
Hunting	-	24	-	**24**	-	-	-	**-**	**24**
Outdoor Adventure	131	73	51	**255**	134	206	29	**369**	**624**
Visiting Friends & Relatives	762	22	75	**859**	206	11	-	**217**	**1,076**
Total Leisure	1,971	364	201	**2,536**	4,481	1,097	1,525	**7,103**	**9,638**
Business	2,073	140	29	**2,242**	332	-	-	**332**	**2,574**
TOTAL	**4,044**	**504**	**230**	**4,777**	**4,813**	**1,097**	**1,525**	**7,434**	**12,212**

Table 7: Visitation Estimates – Sahtu Region

Visitor Segment	Air				Road				TOTAL
	Canada	USA	Other	TOTAL	Canada	USA	Other	TOTAL	
Fishing	661	576	42	**1,278**	82	-	-	**82**	**1,360**
General Touring	236	-	11	**247**	42	12	-	**54**	**301**
Hunting	35	202	19	**257**	-	2	-	**2**	**259**
Outdoor Adventure	233	17	65	**316**	21	27	-	**47**	**363**
Visiting Friends & Relatives	544	11	25	**580**	21	-	-	**21**	**601**
Total Leisure	1,709	806	162	**2,677**	165	41	-	**206**	**2,883**
Business	2,673	187	111	**2,971**	151	-	-	**151**	**3,121**
TOTAL	**4,382**	**993**	**273**	**5,648**	**316**	**41**	-	**356**	**6,004**

VISITOR ORIGIN BY COUNTRY

ALMOST 36,000 VISITORS from around the world travelled to the NWT in the summer of 2006. Aside from almost 28,000 Canadians, just over 8,000 people visited from other countries including the United States, Germany, Switzerland and England.

Table 8: Visitor Origin by Country

Country	Visitors	Percent
Canada	27,759	77.2%
USA	5,393	15.0%
Germany	1,135	3.2%
Switzerland	729	2.0%
England	256	0.7%
Australia	157	0.4%
Netherlands	109	0.3%
Norway	42	0.1%
Other	376	1.0%
Total	**35,956**	**100.0%**

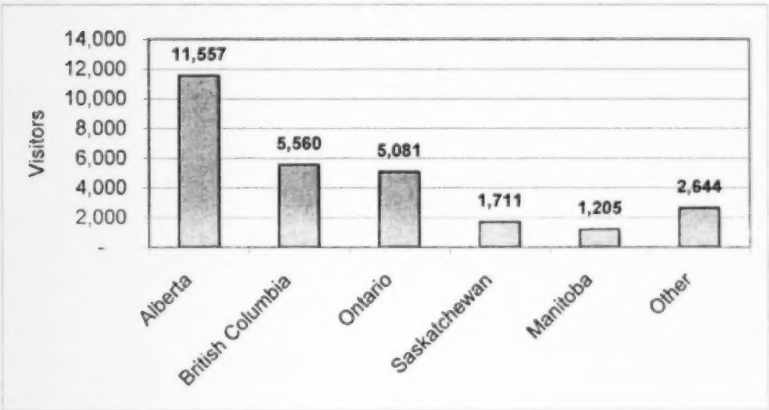
VISITOR ORIGIN BY PROVINCE AND TERRITORY

VISITORS FROM ALBERTA, BRITISH COLUMBIA AND ONTARIO accounted for 80% of Canadian travellers to the territory during the summer months. Over 2,900 visitors (10%) were from Manitoba and Saskatchewan, and another 1,400 travellers (4.5%) came from the Atlantic Provinces. Two percent of travellers came from the territories and just over 1% were from Quebec.

Table 9: Visitor Origin by Province and Territory

Province or Territory	Visitors	Percent
Alberta	11,557	41.6%
British Columbia	5,560	20.0%
Ontario	5,081	18.3%
Saskatchewan	1,711	6.2%
Manitoba	1,205	4.3%
Nova Scotia	465	1.7%
New Brunswick	422	1.5%
Yukon	366	1.3%
Newfoundland	321	1.2%
Quebec	313	1.1%
Nunavut	261	0.9%
Prince Edward Island	253	0.9%
Unknown	244	0.9%
Total	**27,759**	**100.0%**

Figure 1: Visitor Origin by Province



VISITOR ORIGIN BY STATE

5,393 VISITORS FROM THE UNITED STATES travelled to the Northwest Territories in the summer of 2006. Of those travellers, 44% were from the West, 26% were from the Midwest, 20% were from the South and 10% were from the Northeast[1]. The majority of American visitors came from California, Washington and Alaska.

Table 10: Visitor Origin by State

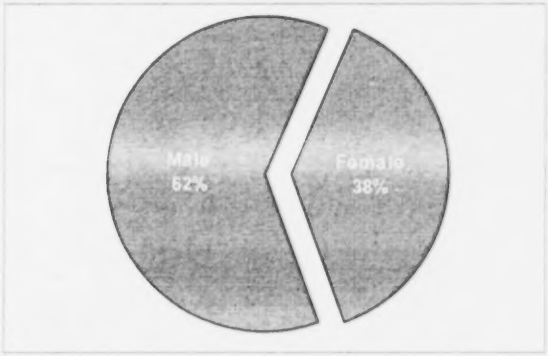
State	Visitors	Percent
California	685	12.7%
Washington	403	7.5%
Alaska	395	7.3%
Illinois	353	6.5%
Texas	310	5.8%
New York	226	4.2%
Minnesota	223	4.1%
Wisconsin	215	4.0%
Pennsylvania	158	2.9%
Michigan	153	2.8%
Other	2272	42.1%
Total	**5393**	**100.0%**

[1] Regions as defined by the United States Census Bureau.

GENDER

A BREAKDOWN OF VISITORS TO THE NWT indicates that 62% were male and 38% were female. Considerable variability was found between the various visitor segments, as hunters and anglers were disproportionately male (94% and 75% respectively), while general touring and VFR travellers were relatively equal in gender distribution (51% and 53% female, respectively).

Figure 2: Gender



AGE

THE AVERAGE AGE OF VISITORS to the NWT in 2006 was 49.6 years. Figure 3 shows the distribution of age ranges of travellers, and Figure 4 shows average ages by the type of traveller. Two percent of visitors were under the age of 20, 72% were between the ages of 21 and 60, and the remaining 26% were over the age of 60.

Figure 3: Age Distribution

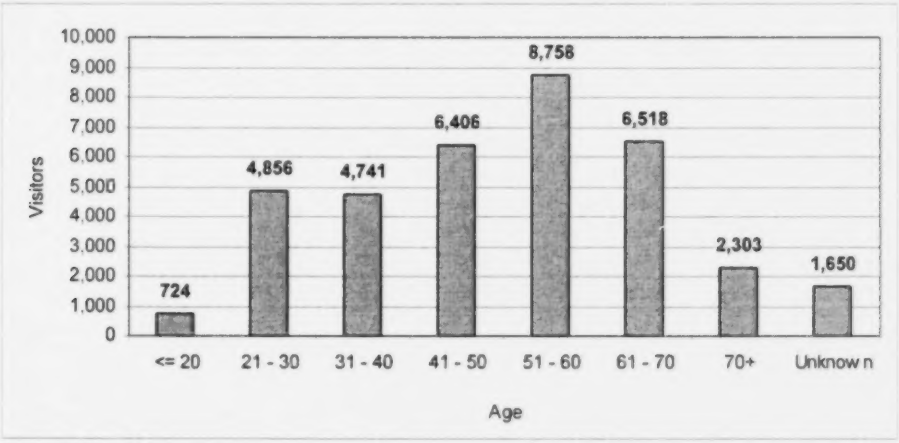
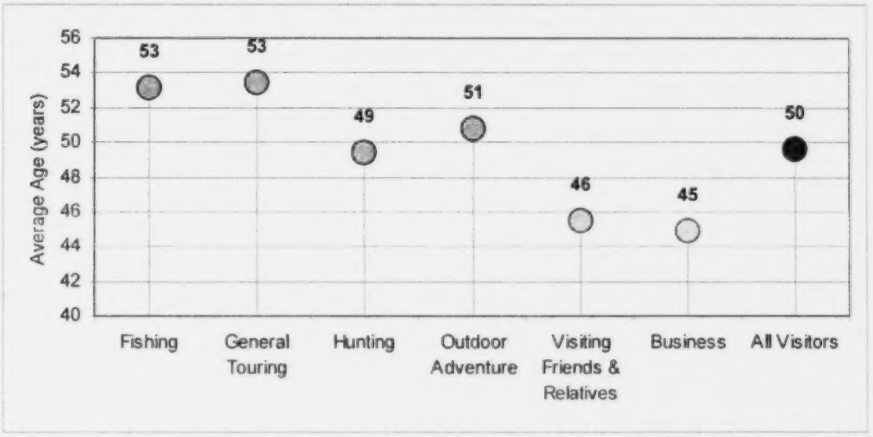


Figure 4 presents the average age of visitors for each segment. While the average ages for anglers, general tourists, hunters and outdoor adventurers were similar, the average age of VFR and business travellers was significantly lower, at 46 and 45 years of age, respectively.

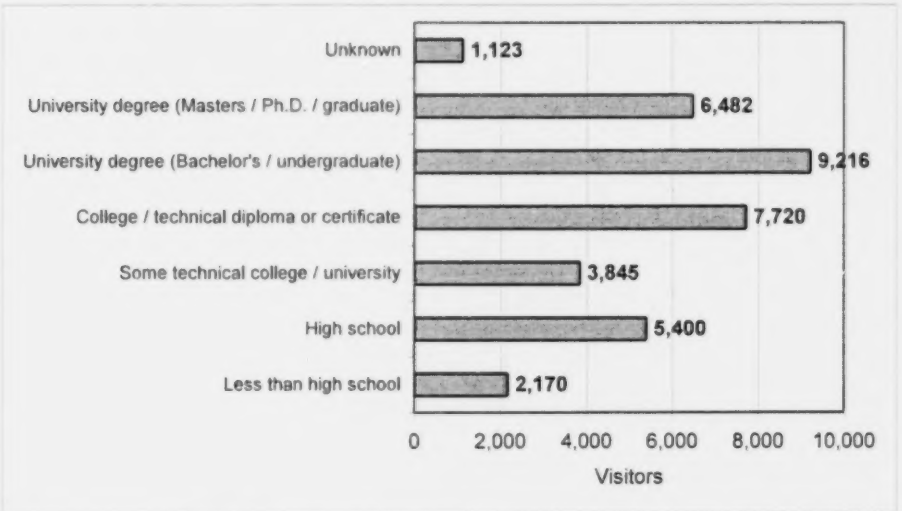
Figure 4: Average Age by Segment



EDUCATION

THE MAJORITY OF TRAVELLERS TO THE NWT were well-educated – over 66% have a college or university degree. Outdoor adventurers and business travellers generally have the highest level of education (over 75% have a college or university degree), while the remaining segments have slightly higher than 60% of travellers with a college or university degree.

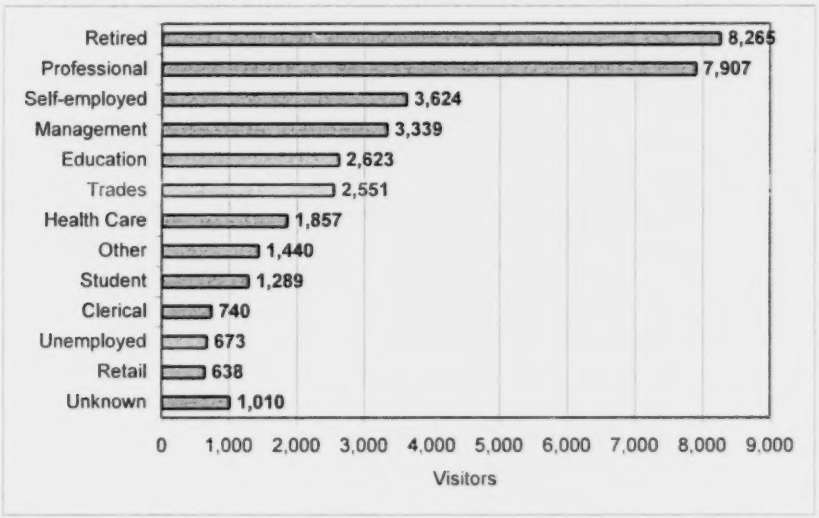
Figure 5: Visitor Education Levels



OCCUPATION

IN THE SUMMER OF 2006, 23% of visitors to the NWT were retired, 31% had professional or managerial occupations and 10% were self-employed. *Figure 6* presents the frequency of visitors in a variety of occupations.

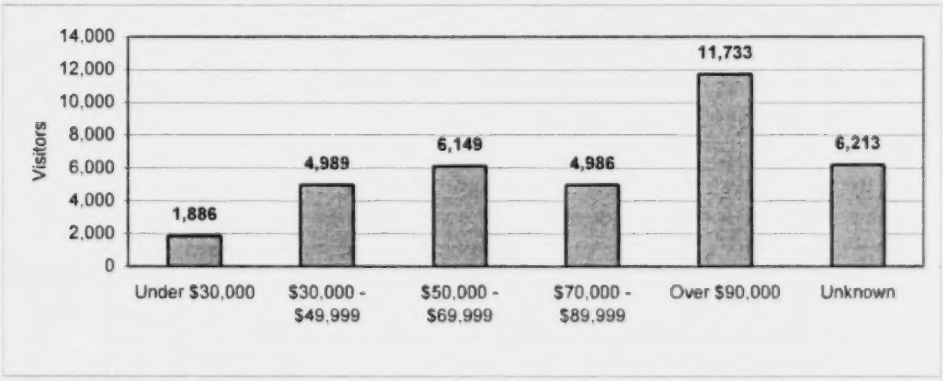
Figure 6: Visitor Occupations



HOUSEHOLD INCOME

VISITORS' ANNUAL HOUSEHOLD INCOMES ranged from under $30,000 to over $90,000. Approximately 45% of tourists visiting the NWT between May 15 and September 15, 2006 had annual household incomes between $30,000 and $90,000, while 33% reported household incomes in excess of $90,000.

Figure 7: Visitor Household Income



REASONS FOR CHOOSING THE NORTHWEST TERRITORIES

ALL VISITORS TO THE NWT were asked to indicate the top 3 reasons why they chose the Northwest Territories as a vacation destination. Almost 44% of visitors stated that "wilderness, isolation, landscape or wildlife" or a "natural phenomenon, event or attraction" were their prime motivators, 33% claimed that they had a "general interest" in the NWT and 25% said they "had always wanted to visit".

Table 11: Reason for Choosing the Northwest Territories

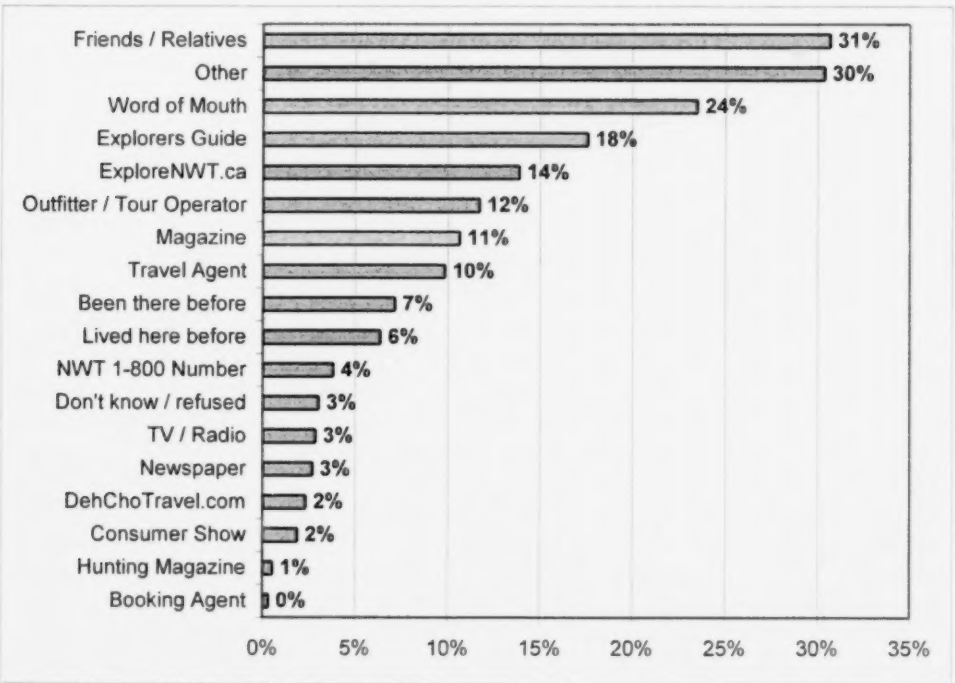
Reason for Choosing the NWT	Percent
Wilderness, isolation, landscape or wildlife	43.6%
General interest	33.4%
Always wanted to visit	24.6%
Family or friends	21.0%
Fishing	18.3%
Natural phenomenon, event, or attraction	18.2%
Culture or history	16.1%
Other	5.4%
Outfitter Reputation	2.6%
Specific species of animal (hunters)	1.3%
Hunting	1.2%
Other hunter / friends recommendation	1.0%
Location	0.4%
Booking agent recommendation	0.3%
Previous Visit	0.3%
Cost / Price	0.1%
Total	**100.0%**

INFORMATION SOURCES USED DURING TRIP PLANNING

VISITORS USED A WIDE RANGE OF RESOURCES to plan their trip to the NWT. Most travellers (55%) spoke to friends and family or used "word-of-mouth" sources to plan their vacation. 36% of visitors used information and services provided by Northwest Territories Tourism, the territory's destination marketing organization, including their Explorers Guide, website and toll-free number.

Other online resources were also used including the DehChoTravel.com website, internet search engines like Google, and mapping websites like MapQuest.com. While general internet searches were not a specific option, the overwhelming majority of "Other" responses were related to general internet use. A wide variety of books, magazines and travel guides also helped visitors plan their trip.

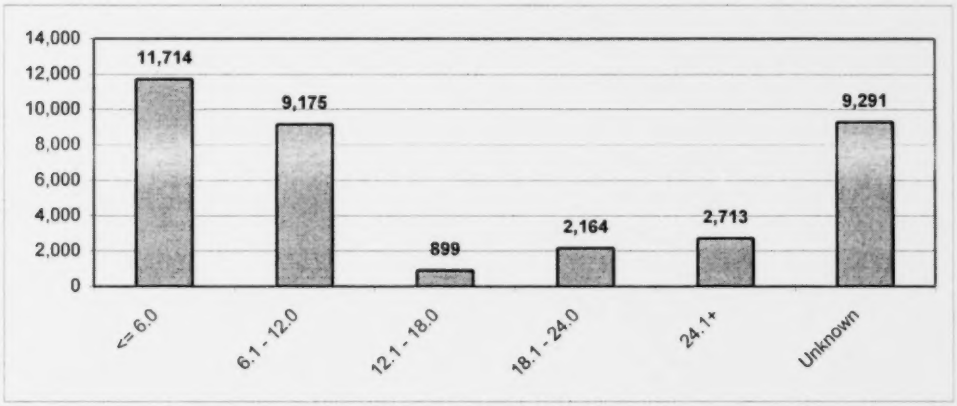
Figure 8: Information Sources used during Trip Planning



TIME FRAME FOR PLANNING TRIP

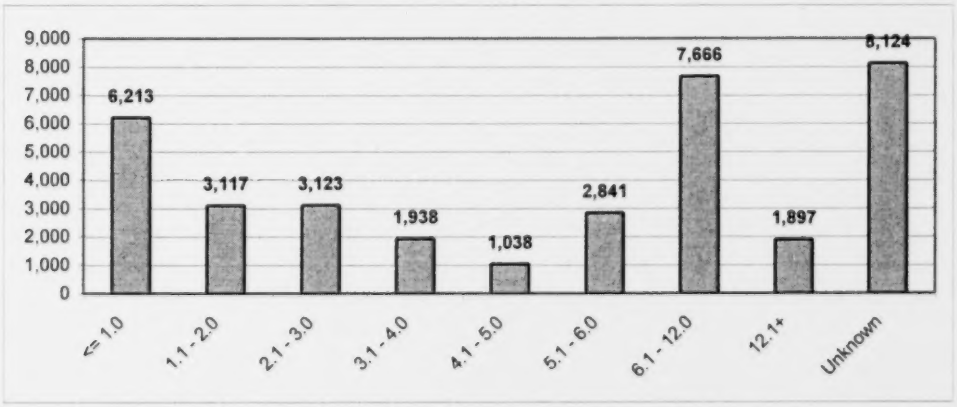
GENERALLY, TRAVELLERS STARTED THINKING about their trip to the NWT less than a year before actually making the trip. Forty-four percent started thinking about their trip less than 6 months prior to arriving in the NWT, with only 8% indicating they were thinking about their trip for more than 2 years.

Figure 9: How many months ago did you *start thinking* about traveling to the NWT?



TWENTY-EIGHT PERCENT OF VISITORS MADE A FIRM DECISION to travel to the NWT 6 months to a year before actually making the trip. Another 22% of visitors made their decision to visit less than one month prior to their trip, while the remaining visitors made a firm decision to travel to the NWT between one and six months prior to actually making the trip. Less than 7% had made a firm decision to travel more than a year in advance.

Figure 10: How many months ago did you make a *firm decision* to travel to the NWT?

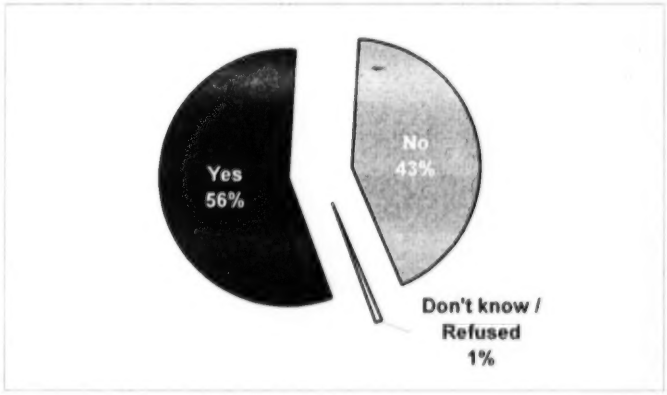


TRIP CHARACTERISTICS

FIRST VISIT TO NWT

OVER 56% OF ALL VISITORS said that this was their first trip to the Northwest Territories. However, the proportion of first time visitors varied greatly by segment, with more than 66% of hunters and general touring visitors travelling to the NWT for the first time, while just 35% of business travellers were on their first trip to the NWT.

Table 12: First Time Visiting the NWT



MODE OF TRANSPORTATION

ROAD AND AIR ARE THE TWO MOST COMMON MEANS of transportation to and within the Northwest Territories. During the summer of 2006, approximately 51% of visitors travelled to the NWT by road. Visitors from other Canadian provinces and territories were equally likely to travel by road or air, while visitors from the United States were almost twice as likely to travel by air. Visitors from international countries tended to prefer to travel by road rather than air.

For those travellers who flew to the Northwest Territories, over 84% used commercial or private aircraft. Similarly, almost 80% of road travelers preferred the use of their own vehicle, including 7.6% who were operating their own RV. Less common modes of transportation included rented vehicle or tour buses.

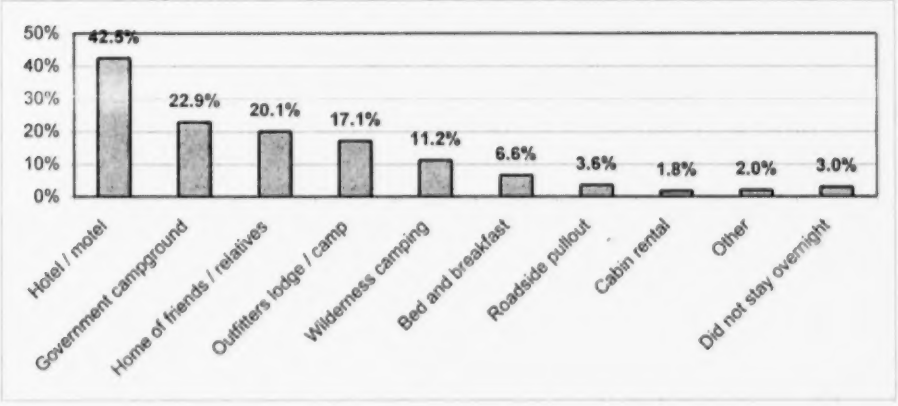
Table 13: Mode of Transportation

	Air	Road	Total
Canada	13,330	14,429	27,759
USA	3,587	1,806	5,393
Other	740	2,064	2,804
Total	17,658	18,298	35,956

ACCOMMODATIONS

HOTELS AND MOTELS were the most common types of accommodations used by travellers in the NWT. Government campgrounds and the homes of friends and relatives were the next two most popular accommodation choices. Use of accommodations varied by visitor segment, with VFR travellers predominantly staying with friends or relatives (78%), outdoor adventure travellers combining wilderness camping (66%) and hotels / motels (55%), and general touring visitors preferring government campgrounds (45%).

Figure 11: Accommodations Used while in the NWT



LENGTH OF THE TRIP

VISITORS SPENT AN AVERAGE of nine nights in the Northwest Territories during the summer of 2006, although the majority of people stayed less than six nights. Outdoor adventure travellers stayed in the NWT the longest of any visitor segment, with an average length of stay of approximately two weeks. Travellers with the shortest length of stay were typically anglers or general tourists, generally staying for one week or less.

Figure 12: Number of Nights Spent in the NWT

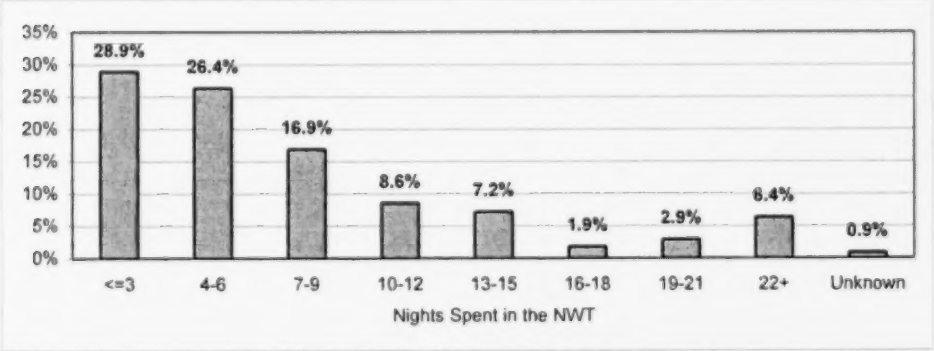
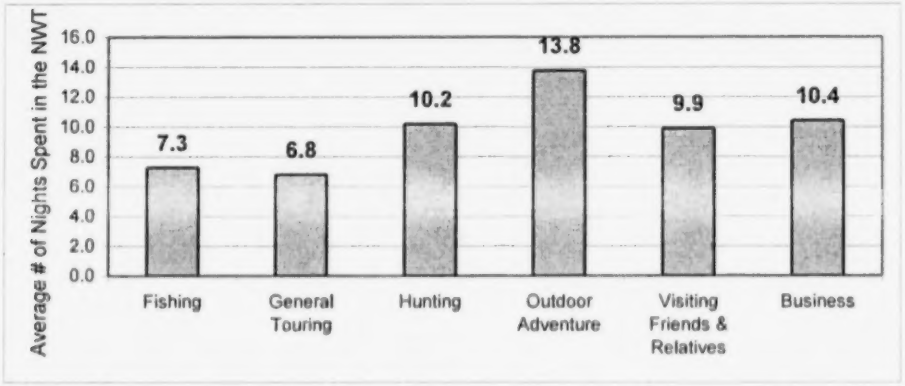


Figure 12 and Figure 13 present the number of nights spent in the territory for all visitors, and the average number of nights spent in the NWT by visitor segment. The extended length of stay by outdoor adventure travellers is also significantly longer than all other traveller segments, except for hunters.

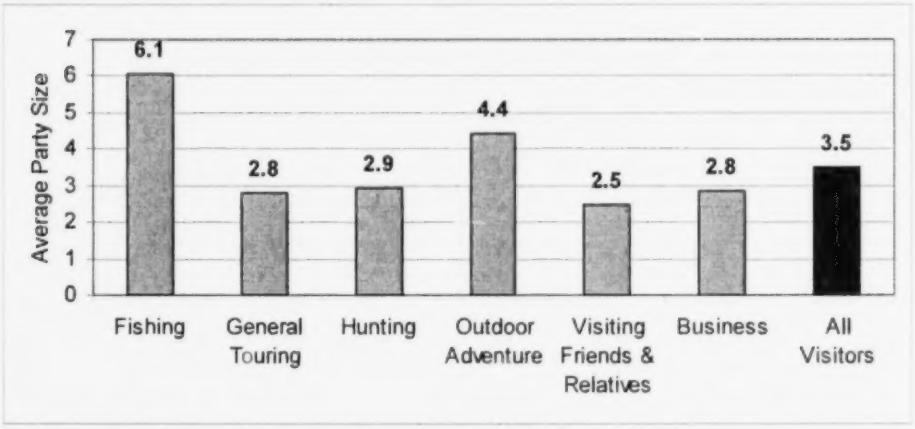
Figure 13: Average Number of Nights Spent in the NWT



PARTY SIZE

THE AVERAGE NUMBER OF PEOPLE IN EACH GROUP was just over three people, but varied widely from two to six people according to visitor segment. Anglers and outdoor adventurers typically travelled in large groups of four or more, while travellers visiting friends or relatives, as well as business travellers, generally only travelled in groups of two or three.

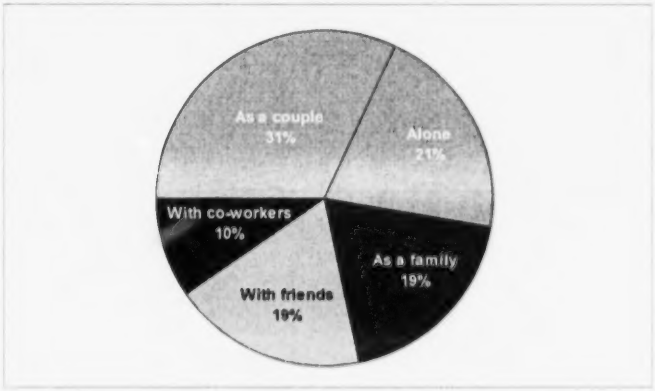
Figure 14: Average Party Size



PARTY CHARACTERISTICS

MOST VISITORS TRAVELLED AS A COUPLE (31%) or alone (21%) while they were in the NWT. Nineteen percent of parties were made up of families, another 19% were groups of friends and the remaining 10% travelled with coworkers.

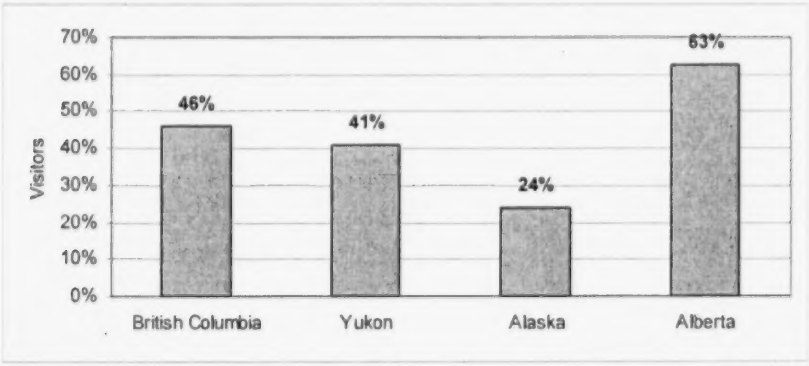
Figure 15: Party Characteristics



OTHER PLACES VISITED DURING THIS TRIP

WHILE THE NWT IS GENERALLY THE FINAL DESTINATION for most visitors, many also had to travel through various neighbouring areas such as Alberta, which was visited by over 15,000 visitors who also came to the NWT. Another 11,411 visitors travelled through British Columbia, 10,080 travelled through the Yukon and 5,967 stated they also went to Alaska during their vacation.

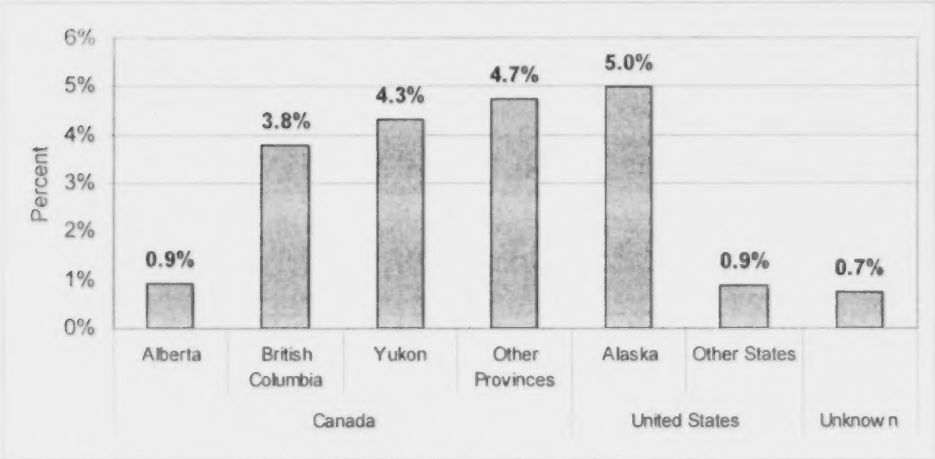
Figure 16: Other Places Visited During this Trip



ALTERNATIVE VACATION OPTIONS

DURING THE SUMMER OF 2006, 75% of visitors stated that they did not have an alternative vacation destination if they had not travelled to the NWT. Five percent of travellers would have chosen Alaska as an alternative destination, while another 4.3% and 3.8% would have chosen to go to the Yukon or British Columbia, respectively.

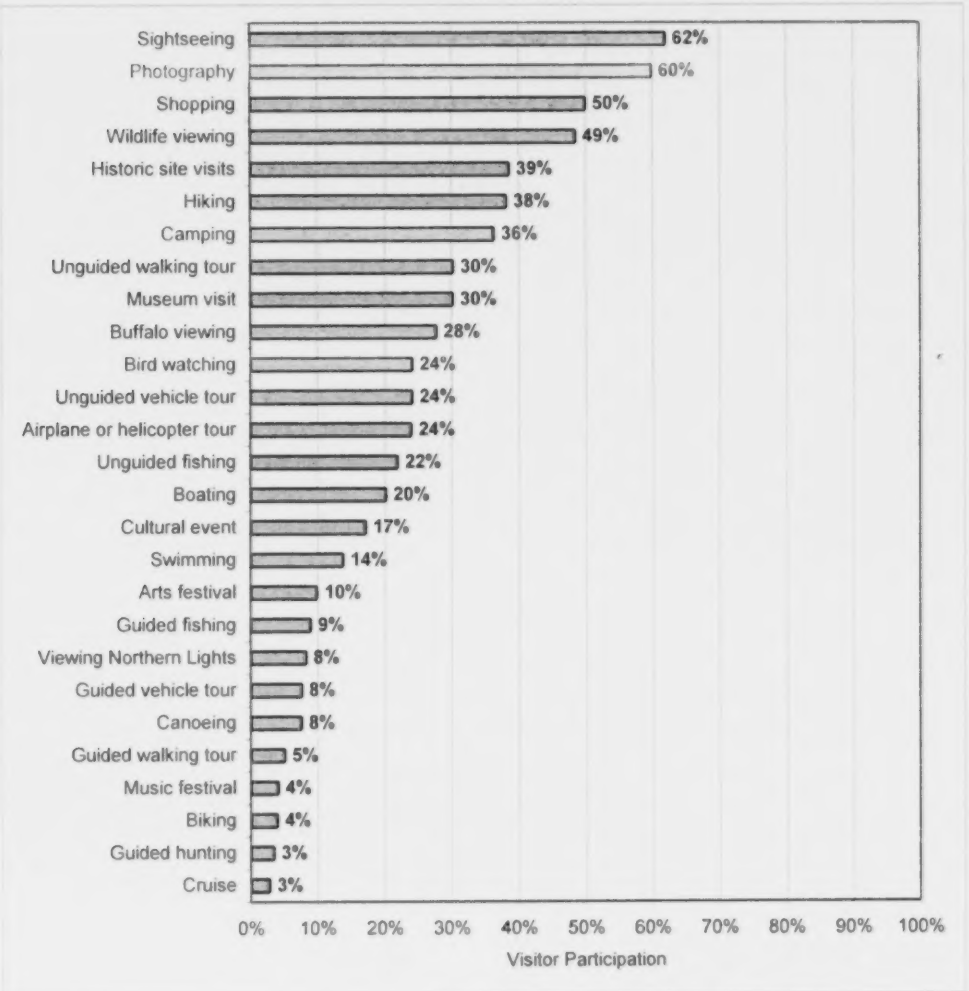
Figure 17: Alternative Vacation Choices



ACTIVITY PARTICIPATION

THE FOUR MOST POPULAR ACTIVITIES that travellers participated in while in the NWT were sightseeing (62%), photography (60%), shopping (50%) and wildlife viewing (49%). Guided and unguided tours were also common, as were cultural activities, including historic site visits, museum visits, and art and music festivals. Participation levels in the various activities also differed according to visitor segment. For example, those that travelled to the NWT primarily to fish commonly took part in boating activities, while VFR travellers were more likely to go hiking and outdoor adventure travellers were most likely to go camping.

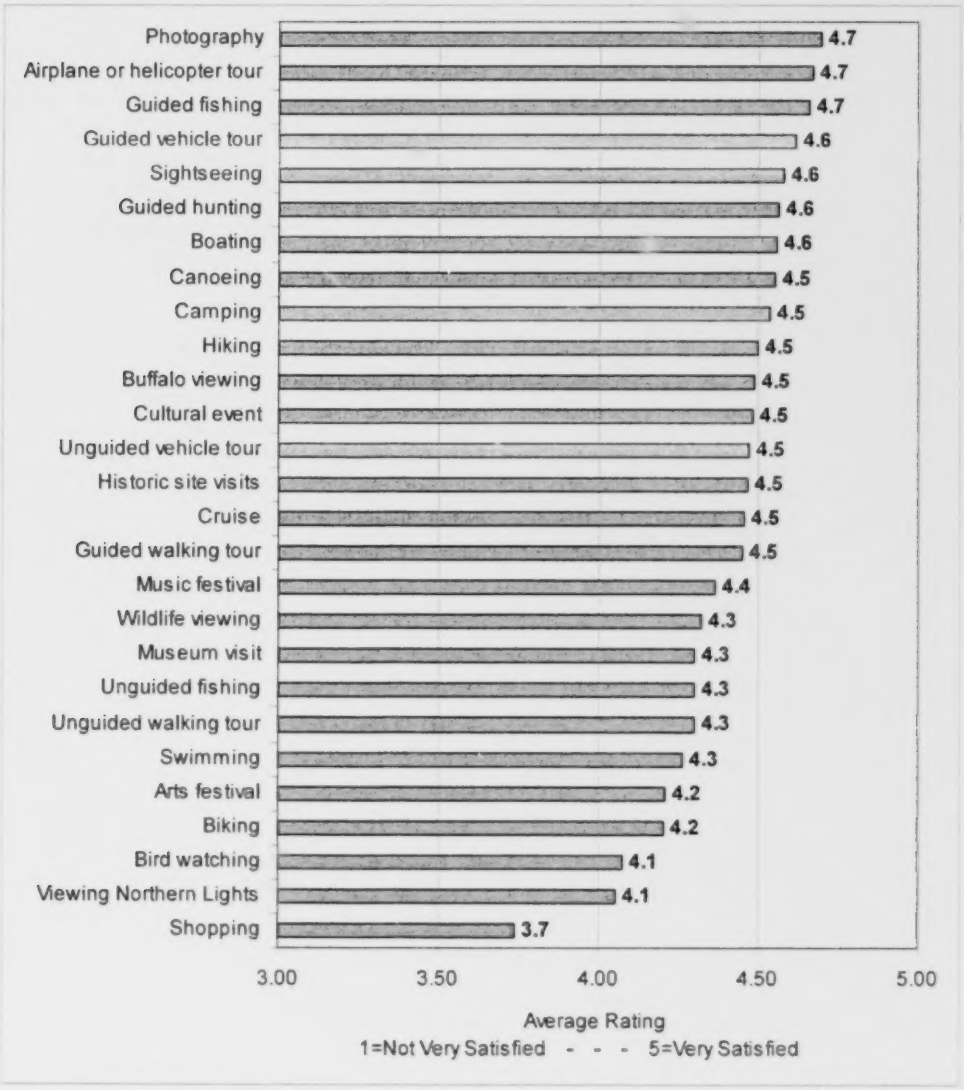
Figure 18: Activity Participation



ACTIVITY SATISFACTION RATINGS

ALL ACTIVITIES THAT VISITORS participated in received high ratings. On a scale of one to five, with five being the highest possible rating, the lowest average rating was Shopping at 3.7. The highest rated activities were Photography (4.7), Airplane or helicopter tours (4.7), and Guided fishing (4.7).

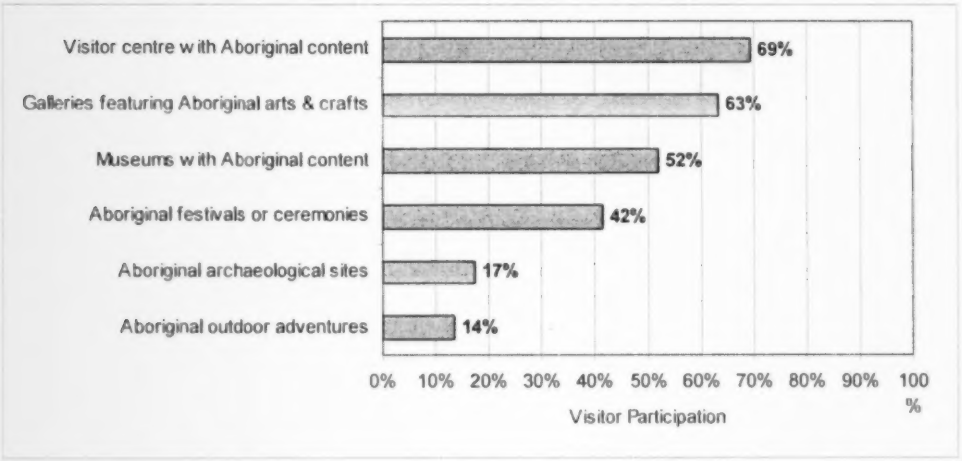
Figure 19: Activity Ratings



PARTICIPATION IN ABORIGINAL TOURISM ACTIVITIES AND EVENTS

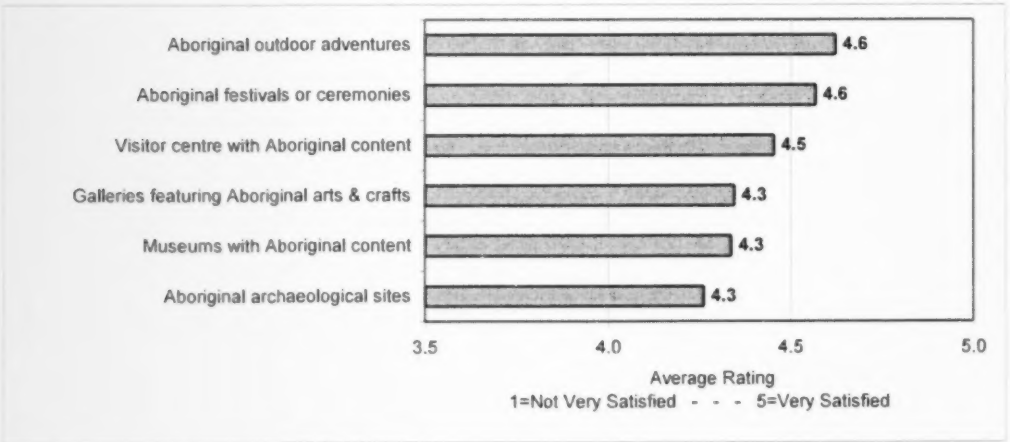
OVERALL, JUST OVER 28% (10,097) OF VISITORS TO THE NWT indicated that they participated in an aboriginal event or activity. The most popular aboriginal events or activities included going to visitor centres with aboriginal content and visiting galleries featuring aboriginal arts and crafts. Just over 30% of visitors that reported participating in aboriginal tourism took part in outdoor adventures or visited an archaeological site, and 42% attended festivals and ceremonies.

Figure 20: Participation in Aboriginal Activities and Events



Similar to the activity ratings in *Figure 19* above, those travellers who participated in aboriginal activities and events rated them very highly. The average rating was 4.4 out of five, with aboriginal outdoor adventures and festivals and ceremonies receiving the highest ratings.

Figure 21: Aboriginal Activity and Event Ratings



WHEN ASKED WHY THEY DID NOT PARTICIPATE IN ANY ABORIGINAL EVENTS OR ACTIVITIES, over 25% of visitors said they were not interested, and another 25% of visitors indicated that no aboriginal activities or events were available. The majority of "other" responses included not having enough time, being too busy or not having planned to take part in any aboriginal events or activities.

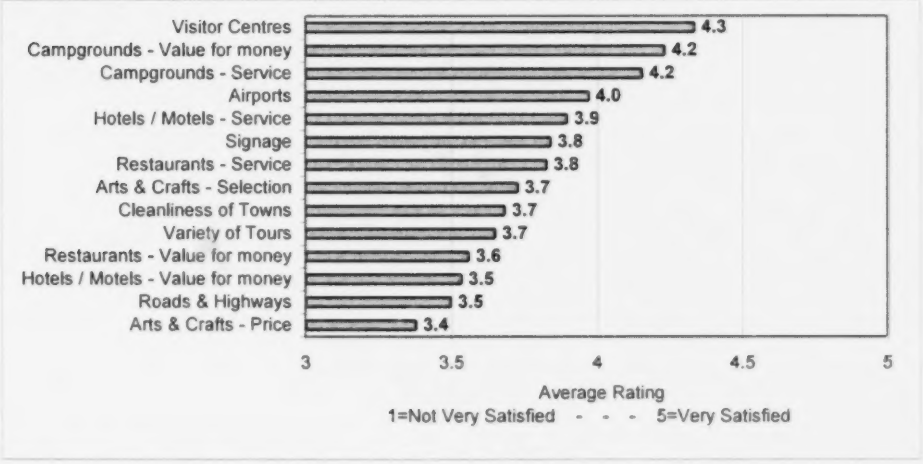
Figure 22: Reason for not participating in Aboriginal Activities or Events

Reason for not participating in any aboriginal activities or events	Percent of travellers who did not participate in any aboriginal activities or events
Other	33.7%
Was not interested	25.4%
Was unavailable	24.7%
Not aware of what was available	18.6%
Was difficult to access	3.0%
Could not find what I was looking for	2.0%
Don't know / refused	2.0%
Too expensive	0.7%

TOURISM SERVICE, PRODUCT AND INFRASTRUCTURE RATINGS

Figure 23 SHOWS AVERAGE RATINGS for tourism services, products and infrastructure in the Northwest Territories. Although service, quality and selection were often rated fairly highly, price and value received lower scores, with the exception of Campgrounds where value was rated highly. While roads and highways were rated relatively poorly, airports received a moderate rating of 4.0 out of 5. Of all services, products and infrastructure, the territory's Visitor Information Centres received the highest average ratings (4.3 out of 5).

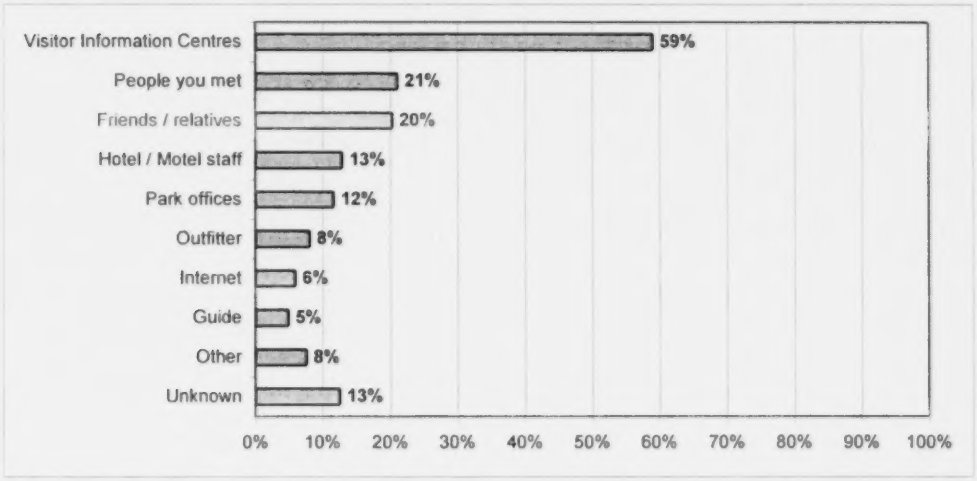
Figure 23: Tourism Service, Product and Infrastructure Ratings



INFORMATION SOURCES USED WHILE IN THE NORTHWEST TERRITORIES

VISITOR INFORMATION CENTRES were the most common (59%) source of information used by guests while in the NWT. Other sources of information used by travellers while in the NWT included people travellers met during their trip (21%), friends and relatives (20%), and staff at hotels, motels, park offices and outfitting lodges. The internet was also used, but less frequently than most other resources.

Figure 24: Information Sources Used While in the NWT



TRIP EXPENDITURES

VISITOR SPENDING IN THE NWT can be broken down into three primary categories: cost of prepaid packages, such as a hunting trip; cost of getting to the NWT, such as gas or airline tickets; and spending while in the NWT, such as hotels, restaurants or souvenirs.

Between May 15 and September 15, 2006, visitors to the NWT spent more than $48 million on expenditures while in the NWT, $28 million on prepaid package costs, and more than $43 million on getting to the NWT. Overall, visitors spent an average of $1,722 per person on expenditures within the NWT; $1,608 per person on getting to the NWT; and $1,879 per person on a variety of prepaid package costs. In total, almost 76% of the total spending was by visitors who travelled to the territory by air.

Table 14: Total Trip Expenditures by Segment and Mode of Travel

Segment	Air				Road				Total
	Canada	USA	Other	Total	Canada	USA	Other	Total	
Fishing	$ 1,112,691	$ 1,486,908	$ 143,690	**$ 2,743,289**	$ 567,096	$ 2,973	$ -	**$ 570,069**	**$ 3,313,357**
General Touring	$ 1,027,016	$ 58,073	$ 61,167	**$ 1,146,256**	$ 4,012,819	$ 562,457	$ 1,212,645	**$ 5,787,921**	**$ 6,934,177**
Hunting	$ 85,178	$ 977,456	$ 104,306	**$ 1,166,941**	$ 19,171	$ 59,463	$ 13,471	**$ 92,105**	**$ 1,259,046**
Outdoor Adventure	$ 858,500	$ 210,633	$ 98,644	**$ 1,167,777**	$ 575,954	$ 731,907	$ 10,944	**$ 1,318,804**	**$ 2,486,581**
VFR	$ 1,896,724	$ 44,791	$ 126,237	**$ 2,067,752**	$ 995,205	$ 53,603	$ -	**$ 1,048,808**	**$ 3,116,560**
Total Leisure	$ 4,980,110	$ 2,777,861	$ 534,043	**$ 8,292,014**	$ 6,170,245	$ 1,410,402	$ 1,237,061	**$ 8,817,707**	**$ 17,109,721**
Business	$ 26,078,327	$ 1,821,216	$ 620,472	**$ 28,520,016**	$ 3,002,304	$ 4,054	$ 92,069	**$ 3,098,427**	**$ 31,618,442**
Total	**$ 31,058,437**	**$ 4,599,077**	**$ 1,154,515**	**$ 36,812,029**	**$ 9,172,548**	**$ 1,414,456**	**$ 1,329,130**	**$ 11,916,134**	**$ 48,728,164**

* VFR = Visiting Friends & Relatives

Overall, leisure travellers spent over $17 million on expenditures within the NWT during the summer of 2006. Of this total, general touring visitors spent the most, at almost $7 million, while hunters spent the least, at approximately $1.2 million. However, hunters spent considerably more than any other segment on prepaid package costs, averaging over $7,000 per person and almost $10 million in total.

Average expenditures within the NWT varied considerably for leisure and business travellers. While leisure travellers alone spent approximately $821 per person on expenditures while in the NWT, business travellers spent almost five times as much, at $4,100 per person. Hunters and outdoor adventure travellers spent the most per person while in the NWT ($1,590 and $1,152 respectively), with VFR and general touring travellers spending the least ($522 and $644 respectively).

Table 15: Average Individual Trip Expenditures by Segment and Mode of Travel

Segment	Air			Road			Total Average
	Canada	USA	Other	Canada	USA	Other	
Fishing	$ 696	$ 615	$ 1,716	$ 1,004	$ 217	$ -	**$ 692**
General Touring	$ 993	$ 1,387	$ 759	$ 567	$ 619	$ 615	**$ 644**
Hunting	$ 1,394	$ 1,543	$ 1,576	$ 973	$ 2,188	$ 3,749	**$ 1,590**
Outdoor Adventure	$ 1,231	$ 1,537	$ 713	$ 855	$ 1,626	$ 376	**$ 1,152**
Visiting Friends & Relatives	$ 676	$ 1,342	$ 916	$ 375	$ 459	$ -	**$ 522**
Overall Leisure Travellers	$ 862	$ 1,075	$ 1,147	$ 567	$ 876	$ 856	**$ 821**
Business	$ 4,165	$ 3,443	$ 4,142	$ 3,686	$ 479	$ 2,556	**$ 4,100**
Overall Average	**$ 2,644**	**$ 1,262**	**$ 1,941**	**$ 696**	**$ 873**	**$ 924**	**$ 1,722**

The estimated average and total expenditures for various categories are shown in Table 16. Average spending on airfare within the NWT was the highest of any spending category ($394 per person), followed by commercial accommodations ($209 per person for hotels), restaurants ($110 per person) and fuel ($105 per person).

Table 16: Trip Expenditures by Category of Spending and Mode of Travel

Expenditures		Average Spending	Total
In NWT:	Hotels	$ 209	$ 5,633,980
	Motels	$ 30	$ 832,626
	Bed & Breakfast	$ 26	$ 745,808
	Camping	$ 23	$ 788,524
	Entertainment	$ 35	$ 974,536
	Arts & Crafts (prints, carvings)	$ 64	$ 1,922,170
	Souvenirs (mugs, t-shirts, pins)	$ 33	$ 1,045,151
	Tours	$ 26	$ 942,944
	Groceries	$ 51	$ 1,818,035
	Fuel	$ 105	$ 4,033,547
	Restaurants	$ 110	$ 3,329,231
	Vehicle / Boat Rental	$ 37	$ 1,215,935
	Airfare	$ 394	$ 10,752,244
	Other	$ 580	$ 14,693,429
Cost to get to NWT		$ 1,608	$ 43,705,019
Prepaid Package Cost		$ 1,879	$ 28,307,766

APPENDIX 1: LEISURE TRAVELLER SURVEY

TRIP CHARACTERISTICS

1. What NWT community or location was your primary destination (hunting/fishing lodge; specific community)? _____

2. Did you fly directly to the NWT?

   ☐ Yes ☐ No

   How many times did you change planes? _____

3. While in the NWT, how did you travel between communities?

Community Name		Plane - Commercial	Plane - Private	Car / Truck - Own	Car / Truck - Rental	RV - Own	RV - Rental	Tour Bus	Other:
From:	To:								
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
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_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐

4. Including yourself, how many people are in your travel party? _____

5. Are you travelling:

   ☐ Alone ☐ As couple ☐ As a family ☐ With friends

6. Including yourself, what are the ages and gender of people in your immediate travel party?

M	F	Age	M	F	Age
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____

7. In total, how many nights did you spend in the NWT? _____

8. Where do you currently live?
   City: _____
   State/Province: _____
   Country: _____

Trip Planning

9. What was the primary focus of your trip?

☐ Fishing:	☐ Guided	☐ Unguided
☐ Hunting:	☐ Guided	☐ Unguided
☐ Outdoor Adventure:	☐ Guided	☐ Unguided
☐ General Touring		
☐ Visiting Friends or Relatives		

10. How many months before your visit did you start thinking about travelling to the NWT? _____

11. How many months before your visit did you make a firm decision to travel to the NWT? ____

12. Which of the following sources did you use when planning your trip to the NWT? (*Please check all that apply.*)

☐ Explorers Guide	☐ TV / Radio	☐ Magazine
☐ Travel Agent	☐ Word of Mouth	☐ Newspaper
☐ Lived here before	☐ Friends / Relatives	☐ NWT 1-800 Number
☐ Outfitter / Tour Operator	☐ ExploreNWT.ca	☐ Other: _____
☐ DehChoTravel.com	☐ Consumer Show: _____	

13. While in the NWT, what sources did you use for information during your trip? (*Please check all that apply.*)

☐ Hotel / Motel Staff	☐ People you met	☐ N/A
☐ Park Offices	☐ Friends / Relatives	
☐ Visitor Information Centres	☐ Internet: _____	
☐ Other: _____		

14. Did you spend part of your current trip in any of the following destinations?

☐ Alberta ☐ British Columbia ☐ Yukon ☐ Alaska ☐ N/A

15. Was this your first trip to the NWT? ☐ Yes ☐ No

16. Please select the top three (3) reasons you chose to visit the NWT:

☐ General Interest	☐ Hunting
☐ Wilderness, isolation, landscape or wildlife	☐ Fishing
☐ Natural phenomenon, event or attraction	☐ Always wanted to visit
☐ Culture or History	☐ Family or Friends
☐ Other: _____	

17. If you had not come to the NWT, where would you have gone?
    _____

TRIP ACTIVITIES

18. Please rate the following activities or tours you or anyone in your party participated in? (*If you or your party did not participate in the activity, please choose N/A.*)

	Not very satisfied				Very Satisfied	N/A	Comments
Airplane/Helicopter Tour	1	2	3	4	5	☐	
Arts Festival	1	2	3	4	5	☐	
Aurora Viewing	1	2	3	4	5	☐	
Biking	1	2	3	4	5	☐	
Birdwatching	1	2	3	4	5	☐	
Boating	1	2	3	4	5	☐	
Buffalo Creep	1	2	3	4	5	☐	
Camping	1	2	3	4	5	☐	
Canoeing	1	2	3	4	5	☐	
Cruise	1	2	3	4	5	☐	
Cultural Event	1	2	3	4	5	☐	
Fishing: Guided	1	2	3	4	5	☐	
Fishing: Unguided	1	2	3	4	5	☐	
Hiking	1	2	3	4	5	☐	
Historic site visit	1	2	3	4	5	☐	
Hunting: Guided	1	2	3	4	5	☐	
Hunting: Unguided	1	2	3	4	5	☐	
Museum visit	1	2	3	4	5	☐	
Music Festival	1	2	3	4	5	☐	
Photography	1	2	3	4	5	☐	
Rafting	1	2	3	4	5	☐	
Sailing	1	2	3	4	5	☐	
Shopping	1	2	3	4	5	☐	
Sightseeing	1	2	3	4	5	☐	
Swimming	1	2	3	4	5	☐	
Town tour: walking-guided	1	2	3	4	5	☐	
Town tour: walking-unguided	1	2	3	4	5	☐	
Town tour: vehicle-guided	1	2	3	4	5	☐	
Town tour: vehicle-unguided	1	2	3	4	5	☐	
Whitewater Kayaking	1	2	3	4	5	☐	
Wildlife Viewing	1	2	3	4	5	☐	
Other: _____	1	2	3	4	5	☐	

19. Were there any activities that you hoped to do, but were not available?

☐ Yes ☐ No

Which activities? _____

_____

20. Did you participate in any Aboriginal events or activities, or visit any specific Aboriginal sites while in the NWT?

☐ Yes

Please rate your satisfaction with the following Aboriginal sites, events and activities. (*If you did not visit the site or take part in the event or activity, please choose N/A.*)

	Not very satisfied				Very Satisfied	
						N/A
Visitor centres with aboriginal content	1	2	3	4	5	☐
Aboriginal archaeological sites	1	2	3	4	5	☐
Museums with aboriginal content	1	2	3	4	5	☐
Aboriginal festivals / ceremonies	1	2	3	4	5	☐
Galleries featuring aboriginal arts and crafts	1	2	3	4	5	☐
Aboriginal outdoor adventures	1	2	3	4	5	☐
Other: _____	1	2	3	4	5	☐

☐ No

Why not? (*Please choose all that apply.*)

☐ Was not interested
☐ Too expensive
☐ Was not available
☐ Was difficult to access
☐ Could not find what I was looking for
☐ Not aware of what was available
☐ Other: _____

Comments about Aboriginal Tourism in the NWT: _____

_____

21. Did you visit a National Park while in the NWT?

☐ Yes

Which park(s)? _____

☐ No

Why not? _____

22. What type of accommodations did you use on your trip? (*Please check all that apply.*)

☐ Home of friends or relatives	_____ nights	*Please indicate how many nights you stayed at each type of accommodation.*
☐ Roadside pullout	_____ nights	
☐ Wilderness camping	_____ nights	
☐ Outfitters lodge / camp	_____ nights	
☐ Cabin rental	_____ nights	
☐ Hotel / motel	_____ nights	
☐ Government Campground	_____ nights	
☐ Bed & Breakfast	_____ nights	
☐ Other: _____	_____ nights	
☐ Did not stay overnight		

23. When choosing a vacation destination, how important to you are the following considerations?

	Not at all important				Very important
Experiencing nature with a guide	1	2	3	4	5
Unique or different cultural groups	1	2	3	4	5
Physical adventure	1	2	3	4	5
Personal challenges	1	2	3	4	5
Learning opportunities	1	2	3	4	5
Viewing wildlife	1	2	3	4	5
Outstanding scenery	1	2	3	4	5
Opportunity to purchase arts and crafts	1	2	3	4	5
Meeting new people	1	2	3	4	5
Parks and wilderness areas	1	2	3	4	5
Cost of accommodation and meals	1	2	3	4	5
Package tours to destination	1	2	3	4	5
Exciting nightlife and entertainment	1	2	3	4	5
Luxury accommodations	1	2	3	4	5
Opportunities to take organized tours	1	2	3	4	5
Interesting shopping	1	2	3	4	5
Having fun, being entertained	1	2	3	4	5
Personal safety	1	2	3	4	5
High standards of cleanliness and hygiene	1	2	3	4	5
Warm, sunny climate	1	2	3	4	5
Reliable weather	1	2	3	4	5
Cost to get to destination	1	2	3	4	5
Relaxing break from work	1	2	3	4	5

24. Please rate the following services, products and infrastructure on a scale of 1 to 5, where 1 is very poor and 5 is excellent? (*Please choose N/A if the service, product or infrastructure does not apply to you.*)

	Very poor				Excellent	N/A
Hotels/motels – Service	1	2	3	4	5	☐
Hotels/motels – Value for Money	1	2	3	4	5	☐
Campgrounds – Service & Amenities	1	2	3	4	5	☐
Campgrounds – Value for Money	1	2	3	4	5	☐
Restaurants – Service	1	2	3	4	5	☐
Restaurants – Value for Money	1	2	3	4	5	☐
Arts and Crafts – Selection by type of good	1	2	3	4	5	☐
Arts and Crafts – Selection by price	1	2	3	4	5	☐
Signage	1	2	3	4	5	☐
Roads and Highways	1	2	3	4	5	☐
Airports	1	2	3	4	5	☐
Visitor Centres	1	2	3	4	5	☐
Variety of Tours	1	2	3	4	5	☐
Cleanliness of Towns (litter)	1	2	3	4	5	☐

TRIP EXPENDITURES

Prices listed below are in: ☐ *Canadian Dollars* ☐ *US Dollars*

25. Did you have any prepaid package costs for this trip?
☐ Yes – Total cost for your group: $_____ ☐ No

26. Aside from any prepaid package costs, how much did your party spend on getting to the NWT? $____

27. While in the NWT, how much did your party spend on the following items?

Accommodation:	
Hotels	$
Bed & Breakfasts	$
Camping	$
Tours	$
Fuel	$
Vehicle / Boat Rental	$
Airfare	$
Entertainment	$
Arts and Crafts (prints, carvings)	$
Souvenirs (mugs, t-shirts, pins)	$
Groceries	$
Restaurants	$
Other: _____	$
Other: _____	$

DEMOGRAPHIC INFORMATION

28. What is the highest level of education you have achieved?

- ☐ Less than high school
- ☐ High school
- ☐ Some technical college / university
- ☐ College / Technical Diploma
- ☐ University Degree
- ☐ Masters / Ph.D. Degree

29. Which category best describes your current occupation?

- ☐ Professional
- ☐ Trades
- ☐ Health care
- ☐ Retired
- ☐ Management
- ☐ Clerical
- ☐ Self-employed
- ☐ Unemployed
- ☐ Education
- ☐ Retail
- ☐ Student
- ☐ Other: _____

30. In which range is your approximate household income?

- ☐ Under $30,000
- ☐ $30,000 - $49,999
- ☐ $50,000 - $69,999
- ☐ $70,000 - $89,999
- ☐ over $90,000

31. Are there any other comments you would like to make about your visit to the Northwest Territories?

_____

_____

_____

_____

Thank you for your time!
We appreciate your help in our effort to further understand and improve the tourism industry within the Northwest Territories.